



Quality First

## ONE YEAR AGO THE 3400 r.p.m. CHALMERS CAME INTO BEING; NOW 50,000,000 HAPPY MILES LIE BEHIND IT

Just one year ago the 3400 r. p. m. Chalmers was born.

September 30th is its Anniversary Day.

It was untried, unknown, looked a little strange because it was different, and nobody outside of four men knew what it could do.

These four men—the men who had dreamed the car—had little to say.

"What will it do?" they were asked.

"Get in and try," they replied.

And in three days' time every last Chalmers executive had experienced a thrill that was new behind the wheel.

They banged it around in city traffic, abused it on hills, ran it through broken fields, made it take hurdles they would never ask their own personal cars to take.

They were amazed and then they sat down and decided to build three times as many of these cars as they had ever built of any model in a single year before—\$22,000,000 worth.

Then behold the situation. Six months later these 18,000 cars were all built. Then 10,000 more were ordered.

And a few days ago we got word that 20,000 more are being built—48,000 of these 3400 r. p. m. Chalmers.

48,000 in all—a \$56,000,000 business in a single model!

So you see why we are proud to have a birthday party for the car.

Any car that has 50,000,000 happy miles of use behind it certainly has an interesting history and its birthday anniversary is an event.

Remember this is only its first birthday. So successful has the car proven that the Chalmers Company is continuing to build it right through into next year. So you're safe in getting a car now that won't be obsolete in the spring.

Consider the price, \$1090 Detroit.

Come in today. Attend the birthday party.

PATERSON MOTOR CO.  
200 West Main St.

### "THE BATTLE CRY OF PEACE" TO BE SHOWN HERE AGAIN

Unusual preparations are being made for the return of this important attraction. Preparedness is the theme of the "Battle Cry of Peace" and it is not only calculated to tell the fact, but brings the man and his surroundings into view. The picture of course is a propagandist production.

On the first showing in this city ten days ago, the time allotted for giving the proper publicity to it, was so short that a great many people in Carter and adjoining counties were unable to get to Ardmore to see it. The Ardmoreite, seeing an opportunity of a great work in favor of President Wilson's lobby, preparedness, set about to secure a return engagement of this great spectacle. Through Harry M. Lowenstein, manager of the Palace theatre, and the producers of "The Battle Cry of Peace," arrangements were made whereby it will be shown here again on October 16, and

will be exhibited under the auspices of this paper.

"The Battle Cry of Peace" was produced at a fabulous cost. It is said that in order to secure the proper effects, during the progress of the invasion of New York City by a hostile army, large buildings were erected and blown to atoms by bombs.

The large number of dreadnaughts, battleships, submarines, torpedo boats and other instruments of destruction, are shown in action in the picture.

"The Battle Cry of Peace" preaches that peace should be spelled only one way, and that phonetically "p-o-w-e-r."

### Atlantic Highway First Completed.

First to be completed of the big border-to-border routes will be the Atlantic Highway, according to figures recently compiled by the touring information board of the American Automobile association. East of Portland, Me., and from Quebec, Can., to Miami, Fla., there is now less than

100 miles of unfinished highway. In this distance of more than 2,000 miles. Of this 100 miles there has been about 11 in Virginia, divided into three sections, that was vicious, with none of the balance particularly bad.

The Washington (D. C.) bureau of the touring board now reports that a new road has been completed for one of these sections; a second section is now being rapidly put into good traveling condition, and the contract let and work started on the third section, which was the worst of all, being that section known all over the country as the Choptank swamp. In the meantime, the "swamp" road has been put into passable condition and is accepting several scores of cars per day. State Road Commissioner Coleman of Virginia has given the bad stretches his personal supervision.

The Atlantic highway being the main artery for the north and south travel in the fall and spring, was used by several thousand tourists, who tempted fate in the trip through the "swamp," many of them being pulled through. All indications show that this season will see an enormous increase in the travel, particularly as the information is rapidly spreading that the trip south from Washington has been robbed of its terrors.

Another dreaded section was the Ogeechee swamp, south of Savannah, Ga. This now has a fine treated macadam highway for its entire 8 miles. For the Florida east coast trip there is a shell and brick highway, except for 4 miles, from Jacksonville to Miami. Florida now has a state highway department, and Chairman Scott and Commissioner Cooke predict that with numerous county bond issues the state will soon have a connected road system.

Trade what you don't want for something you can use by patronizing the want column.

Delayed arrival of our fixtures has made it impossible for us to open our store until Saturday, October 14.

Our goods are here, which consist of

Society Brand Clothes,  
Manhattan Shirts,  
Vassar Underwear, etc.

It will certainly justify you to wait

# Schwarz's

### CAMEL CHRISTENED "INDIA"

Shrine Pet Will Accompany Temple to Lawton and Ardmore.

Shriners, especially Guy McClure, Imperial potentate of India temple, pooh-pooh the allegation that the Shrine camel was responsible either directly or indirectly for the death of the female ostrich at Wheeler park in Oklahoma City the other day. It had been stated that the big bird was frightened to death when the desert animal stretched his neck through the fence into the ostrich's front yard.

McClure announced Friday that the camel had been christened "India," after the temple. "India" will go with the Shriners to Lawton and Ardmore on October 25 and 26 for the cere-monials.

**Bad Colds from Little Sneezes Grow**  
Many colds that hang on all winter start with a sneeze, a sniffle, a sore throat, a tight chest. You know the symptoms of colds, and you know the prompt treatment will break them up. Dr. King's New Discovery, with its soothing antiseptic balsams, has been breaking up colds and healing coughs of young and old for 47 years. Dr. King's New Discovery loosens the phlegm, clears the head, soothes the irritated membrane and makes breathing easier. At your Druggist, 50c.

### WOMAN RECOVERED JUDGMENT.

Indian Took His Last Sleep on the Tracks of Santa Fe Company.

Russell Brown is at home from Marietta, where he tried a case in the county court for damages against the Santa Fe Railway Company growing out of the death of Jimmie Johnson, an Indian, which occurred July 16 on the railroad tracks north of Marietta. The evidence showed that Johnson and an Indian companion had been drinking cider, that they left town and went to sleep on the tracks of the railroad.

Johnson's companion said he woke up; the engine was approaching and was making a loud noise with the whistle. He hurried off the track, forgetting his companion. Johnson was killed. His wife and baby of six months brought the suit and recovered a judgment of \$300 in the county court.

A valuable dressing for flesh wounds, burns, scalds, old sores, rash, chafed skin, is BALLARD'S SNOW LINIMENT. It is both healing and antiseptic. Price 25c, 50c, and \$1.00 per bottle. Sold by Ringer Drug Co.

Rent that room with a want ad.

## HELP ELECT WILSON

Do you want to help re-elect Woodrow Wilson, president of the United States?

Send in your contributions. Ardmore must stand its share of the campaign expenses.

Following is the amount contributed up to yesterday:

Daily Ardmoreite Force.....	\$14.00
Other Contributions.....	20.00
Friday's Contributions.....	5.50
Saturday's Contributions.....	5.00
<b>Total.....</b>	<b>\$44.50</b>

Contributed Today	
B. C. Nicketta.....	1.00
J. S. Alverson.....	1.00

Trade what you don't want for something you can use by patronizing the want column.

## HATS

You can find one of the best lines of Fall and Winter Hats at a much better price here. We have most every shape and shade made for the season at a price of, each.....\$2



CLAUDE KENNEDY, Manager  
121 East Main St.—Opp. Whittington Hotel